

U.S. Patent Application Serial No. 09/778,562
Applicant: Cohen, et al.

5 **AMENDMENTS TO THE CLAIMS**

This **Listing of Claims** replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method for modifying the structure of a network accessible web site based on an analysis of activity associated with the web site, the method comprising the steps of:

10 identifying a web site comprising a plurality of objects of interest including a plurality of pages within the website;

identifying one or more structural relationships for navigating between the plurality of objects of interest;

15 identifying within monitored user interactions a plurality of sequential user accesses navigating between the plurality of objects of interest and determining user navigational objectives;

20 maintaining data representative of said objects of interest, structural relationships including links between objects, and sequential user navigational accesses, and determined user navigational objectives; and

applying a set of rules to said data to generate a recommendation for modifying the structural relationships, including links, between objects of interest to influence alternate future user navigation between objects of interest.

25 2. (previously presented) The method of claim 1, wherein the web site comprises a home page, and a plurality of objects of interest, the home page and plurality of objects of interest being accessible by a network address.

30 3. (previously presented) The method of claim 2, wherein the step of identifying one or more structural relationships for navigating the plurality of objects of interest further comprises the steps of:

accessing said web site via said network address;

parsing structure data of said web site to identify links between objects of interest; and

storing data representative of said links as structural relationships.

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4. (previously presented) A method for modifying the structure of a network accessible web site based on an analysis of activity associated with the web site, the method comprising the steps of:

monitoring activity associated with said web site;

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maintaining data representative of said activity and a present structure of said web site;

applying a set of rules to said data to generate a recommendation; and

modifying said structure of said web site based on said recommendation

wherein the step of identifying said present structure of said web site further comprises

the steps of:

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accessing said web site via said network address;

parsing the structure data of said web site to generate said present structure; and

storing data representative of said present structure; and

wherein the objects of interest of the web site have an inter-connection

relationship to each other, numeric identifiers, names, and aliases to the names, and the

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step of parsing the structure data further comprises at least one of the following steps:

(a) retrieving said names of said objects of interest;

(b) retrieving said numeric identifiers of said objects of interest;

(c) retrieving said aliases corresponding to said objects of interest;

(d) retrieving said inter-connection relationship of said objects of interest;

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(e) retrieving a list of children, wherein said children are the identities of all said objects of interest that may be accessed directly from a particular object of interest;

(f) retrieving a list of parents, wherein said parents are the identities of all said objects of interest that have direct access to a particular object of interest; and

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(g) retrieving a list of page distances, wherein said page distances are the number of objects of interest that must be accessed to get from one object of interest to a different object of interest.

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5 5. (original) A computer-readable medium having computer executable instructions
for performing the steps recited in claim 1.

6. (original) A computer-readable medium having computer executable instructions
for performing the steps recited in claim 2.

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7. (original) A computer-readable medium having computer executable instructions
for performing the steps recited in claim 3.

8. (currently amended) The method of claim 2, wherein identifying within
15 monitored user interactions a plurality of sequential user accesses navigating between the
plurality of objects of interest comprises the steps of:

identifying a user of said user accesses;
assembling the user accesses of a single user into a user session;
mapping data associated with said user session; and
20 storing said data associated with said user session in a
data storage means.

9. (original) The method of claim 8, wherein the step of mapping the data further
comprises the following steps:
25 retrieving the order of user accesses to said web site's objects of interest; and
retrieving the time of said user accesses to said web site's objects of interest.

10. (original) A computer-readable medium having computer executable instructions
for performing the steps recited in claim 8.

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11. (original) A computer-readable medium having computer executable instructions
for performing the steps recited in claim 9.

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- 5 12. (previously presented) A method for modifying the structure of a network accessible web site based on an analysis of activity associated with the web site, the method comprising the steps of:
- monitoring activity associated with said web site;
- maintaining data representative of said activity and a present structure of said web site;
- 10 applying a set of rules to said data to generate a recommendation; and
- modifying said structure of said web site based on said recommendation;
- wherein the web site comprises a home page, and a plurality of objects of interest, the home page and plurality of objects of interest being accessible by a network address, and further comprising the step of identifying said present structure of said web site; and
- 15 wherein said maintaining step further comprises at least one of the following steps:
- (a) creating an elements data structure, wherein said elements data structure indicates a total number of objects of interest within said web site;
- (b) creating a session step data structure, wherein said session step data structure indicates the maximum number of steps in any of said user sessions;
- 20 (c) creating a SPUS structure, wherein said SPUS structure indicates a total number of steps per user session;
- (d) creating a TUS structure, wherein said TUS structure indicates a total number of user sessions;
- (e) creating a CLASS structure, wherein said CLASS structure indicates a class for
- 25 each object of interest in said web site; and
- (f) creating a TC structure, wherein said TC structure indicates a total number of said classes in said web site.

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5 13. (original) The method of claim 12, wherein said maintaining step further comprises at least one of the following steps:

- (a) creating a distance matrix, said distance matrix having two dimensions, wherein said distance matrix indicates the shortest object distance;
- 10 (b) creating a links-to matrix, said links-to matrix having two dimensions in the form [x][y], wherein said links-to matrix indicates the number of links to a particular object of interest by a specific Step or less, the number of links is indicated by [y], the specific Step or less is indicated by [x];
- 15 (c) creating a links-from matrix, said links-from matrix having two dimensions in the form [x][y], wherein said links-from matrix indicates the total number of links from a certain object of interest to other objects of interest by a specific Step or less, the total number of links to other objects of interest being indicated by [x], and the specific Step or less being indicated by [y];
- 20 (d) creating a total accesses-to matrix, wherein said total accesses-to matrix indicates the total number of accesses to a particular object of interest in a specific Step within said user session;
- (e) creating a total access-from matrix, wherein said total access-from matrix indicates the total number of accesses from a particular object in a specific step within said user session; and
- 25 (f) creating an access matrix, said access matrix having three dimensions in the form [x][y][z], wherein said access matrix indicates the number of times an object of interest was accessed from one particular object of interest to a different object of interest at a specific Step, from one particular object of interest being indicated by [x], to a different object of interest being indicated by [y], and the specific Step being indicated by [z].

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14. (original) A computer-readable medium having computer executable instructions for performing the steps recited in claim 12.

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5 15. (original) A computer-readable medium having computer executable instructions
for performing the steps recited in claim 13.

10 16. (previously presented) A method for modifying the structure of a network
accessible web site based on an analysis of activity associated with the web site, the method
comprising the steps of:
 monitoring activity associated with said web site;
 maintaining data representative of said activity and a present structure of said web site;
 applying a set of rules to said data to generate a recommendation; and
 modifying said structure of said web site based on said recommendation;
15 wherein the web site comprises a home page, and a plurality of objects of interest, the
home page and plurality of objects of interest being accessible by a network address, and further
comprising the step of identifying said present structure of said web site; and
 wherein the basic rules are applied utilizing a rule engine algorithm and an anomalies
floatation device, the step of applying a set of rules further comprising the steps of:
20 (a) applying a rule of object distance, wherein said object distance is the number of
objects of interest that must be accessed to get from one of said objects of interest
to a different object of interest;
 (b) applying a rule of Step, wherein the Step is the number of objects of interest that
is actually accessed to get from one of said objects of interest to a different said
25 objects of interest during said user session; and
 (c) applying a rule of Class, wherein said Class is the number of objects of interest
that must be accessed to get from said homepage of said web site to said objects
of interest.

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17. (original) The method of claim 16, wherein said step of applying a set of rules further comprises the steps of:

transferring the maintained data to said anomaly floatation device;

comparing an expected activity data to said data representative of said activity, wherein

10 said anomalies floatation device having an output comprised of anomalies; and

grouping said anomalies according to said activity, wherein said grouping is performed by said rule engine algorithm to indicate recommendations.

18. (previously presented) The method of claim 17, wherein the step of comparing
15 further comprises at least one of the following steps:

(a) applying a step-distance anomaly, wherein said step-distance anomaly is based on at least the number of accesses in the particular Step and the distance between two particular objects of interest;

20 (b) applying a no-link anomaly, wherein said no-link anomaly is based at least in part on the number of accesses in a particular Step and the distance between the two particular objects of interest, the two particular objects of interest having no direct hyperlink;

25 (c) applying a dominant anomaly, wherein said dominant anomaly is based at least in part on a dominant object of interest from which the most accesses are made to a particular object of interest in a particular Step;

(d) applying a deficiency anomaly, wherein said deficiency anomaly is based at least in part on a deficient object of interest to which a deficient number of accesses are made from a particular object of interest in a particular Step;

30 (e) applying a dominant-connect anomaly, wherein said dominant-connect anomaly is based at least in part on a dominant number of accesses being made from said dominant object of interest among a plurality of connected objects of interest to a particular object of interest in a particular Step;

(f) applying a deficiency-connect anomaly, wherein said deficiency-connect anomaly is based at least in part on a deficient number of accesses being made from a

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- 5 deficient object of interest among a plurality of connected objects of interest to a particular object of interest in a particular Step; and
- (g) applying a high access ratio anomaly, wherein said high access ratio anomaly is based at least in part on the number of accesses in a particular step using only one direction of access and the distance between the two particular objects of interest,
- 10 the two particular objects of interest having no direct hyperlink.

19. (original) The method of claim 18, wherein if the step of applying a dominant anomaly is applied, the step of comparing further comprises at least one of the following steps:

- (h) applying a threshold-dominant anomaly, wherein said threshold-dominant
- 15 anomaly is based at least in part on the most accesses to a given object of interest at a plurality of step distances, the accesses to said given object of interest must exceed a pre-set minimum; and
- (i) applying a complete-a-link anomaly, wherein said complete-a-link anomaly is based at least in part on the ratio of accesses from a particular objects of interest
- 20 directly linked to another versus a particular objects of interest linked to others by a greater distance.

20. (original) A computer-readable medium having computer executable instructions for performing the steps recited in claim 16.

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21. (original) A computer-readable medium having computer executable instructions for performing the steps recited in claim 17.

22. (original) A computer-readable medium having computer executable instructions

30 for performing the steps recited in claim 18.

23. (original) A computer-readable medium having computer executable instructions for performing the steps recited in claim 19.

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5 24. (previously presented) The method of claim 54, wherein the step of modifying the structural relationships between objects of interest is performed automatically by a computer-readable medium having computer executable instructions for performing the step, based at least in part on said recommendation for modifying the structural relationships between objects of interest of said web site.

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 25. (previously presented) The method of claim 54, wherein the step of modifying the structural relationships between objects of interest is performed by interacting with said web site structure through human intervention, based at least on said recommendation for modifying the structural relationships between objects of interest.

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 26. (previously presented) The method of claim 1, wherein the step of identifying a plurality of sequential user accesses navigating the plurality of objects of interest comprises the steps of:

 identifying a user of said user accesses;
20 assembling the user accesses of a single user into a user session;
 mapping data associated with said user session; and
 storing said data associated with said user session in a data storage means.

 27. (original) The method of claim 26, wherein the step of mapping the data further
25 comprises the steps of:
 retrieving the order of user accesses to said web site's objects of interest; and
 retrieving the time of said user accesses to said web site's objects of interest.

 28. (original) A computer-readable medium having computer executable instructions
30 for performing the steps recited in claim 26.

 29. (original) A computer-readable medium having computer executable instructions for performing the steps recited in claim 27.

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- 5 30. (previously presented) A method for modifying the structure of a network accessible web site based on an analysis of activity associated with the web site, the method comprising the steps of:
- monitoring activity associated with said web site;
- maintaining data representative of said activity and a present structure of said web site;
- 10 applying a set of rules to said data to generate a recommendation; and
- modifying said structure of said web site based on said recommendation;
- wherein said maintaining step further comprises at least one of the following steps:
- (a) creating an elements data structure, wherein said elements data structure indicates a total number of objects of interest within the website;
- 15 (b) creating a session step data structure, wherein said session step data structure indicates the maximum number of steps in any of said user sessions;
- (c) creating a SPUS structure, wherein said SPUS structure indicates a total number of steps per user session;
- (d) creating a TUS structure, wherein said TUS structure indicates a total number of
- 20 user sessions;
- (e) creating a CLASS structure, wherein said CLASS structure indicates a class for each object of interest in said web site; and
- (f) creating a TC structure, wherein said TC structure indicates a total number of said
- 25 classes in said web site.

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- 5 31. (original) The method of claim 30, wherein said maintaining step further
comprises at least one of the following steps:
- (a) creating a distance matrix, said distance matrix having two dimensions, wherein
said distance matrix indicates the shortest object distance;
 - 10 (b) creating a links-to matrix, said links-to matrix having two dimensions in the form
[x][y], wherein said links-to matrix indicates the number of links to a particular
object of interest by a specific Step or less, the number of links is indicated by [y],
the specific Step or less is indicated by [x];
 - 15 (c) creating a links-from matrix, said links-from matrix having two dimensions in the
form [x][y], wherein said links-from matrix indicates the total number of links
from a certain object of interest to other objects of interest by a specific Step or
less, the total number of links to other objects of interest being indicated by [x],
and the specific Step or less being indicated by [y];
 - 20 (d) creating a total accesses-to matrix, wherein said total accesses-to matrix indicates
the total number of accesses to a particular object of interest in a specific Step
within said user session;
 - (e) creating a total access-from matrix, wherein said total access-from matrix
indicates the total number of accesses from a particular object in a specific step
within said user session; and
 - 25 (f) creating an access matrix, said access matrix having three dimensions in the form
[x][y][z], wherein said access matrix indicates the number of times an object of
interest was accessed from one particular object of interest to a different object of
interest at a specific Step, from one particular object of interest being indicated by
[x], to a different object of interest being indicated by [y], and the specific Step
being indicated by [z].
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32. (original) A computer-readable medium having computer executable instructions
for performing the steps recited in claim 30.

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5 33. (original) A computer-readable medium having computer executable instructions
for performing the steps recited in claim 31.

 34. (previously presented) A method for modifying the structure of a network
accessible web site based on an analysis of activity associated with the web site, the method
10 comprising the steps of:

 monitoring activity associated with said web site;
 maintaining data representative of said activity and a present structure of said web site;
 applying a set of rules to said data to generate a recommendation; and
 modifying said structure of said web site based on said recommendation;

15 wherein the basic rules are applied utilizing a rule engine algorithm and an anomalies
floatation device, the step of applying a set of rules further comprises the steps of:

- (a) applying a rule of object distance, wherein said object distance is the number of
 objects of interest that must be accessed to get from one of said objects of interest
 to a different object of interest;
- 20 (b) applying a rule of Step, wherein the Step is the number of objects of interest that
 is actually accessed to get from one of said objects of interest to a different said
 objects of interest during said user session; and
- (c) applying a rule of Class, wherein said Class is the number of objects of interest
 that must be accessed to get from said homepage of said web site to said objects
25 of interest.

 35. (original) The method of claim 34, wherein said step of applying a set of rules
further comprises the steps of:

- transferring the maintained data to said anomaly floatation device;
- 30 comparing an expected activity data to said data representative of said activity, wherein
said anomalies floatation device having an output comprised of anomalies; and
- grouping said anomalies according to said activity, wherein said grouping is performed by
said rule engine algorithm to indicate recommendations.

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- 5 36. (previously presented) The method of claim 35, wherein the step of comparing
further comprises at least one of the following steps:
- (a) applying a step-distance anomaly, wherein said step-distance anomaly is based on
at least the number of accesses in the particular Step and the distance between two
particular objects of interest;
 - 10 (b) applying a no-link anomaly, wherein said no-link anomaly is based at least in part
on the number of accesses in a particular Step and the distance between the two
particular objects of interest, the two particular objects of interest having no direct
hyperlink;
 - 15 (c) applying a dominant anomaly, wherein said dominant anomaly is based at least in
part on a dominant object of interest from which the most accesses are made to a
particular object of interest in a particular Step;
 - 20 (d) applying a deficiency anomaly, wherein said deficiency anomaly is based at least
in part on a deficient object of interest to which a deficient number of accesses are
made from a particular object of interest in a particular Step;
 - 25 (e) applying a dominant-connect anomaly, wherein said dominant-connect anomaly is
based at least in part on a dominant number of accesses being made from said
dominant object of interest among a plurality of connected objects of interest to a
particular object of interest in a particular Step;
 - 30 (f) applying a deficiency-connect anomaly, wherein said deficiency-connect anomaly
is based at least in part on a deficient number of accesses being made from a
deficient object of interest among a plurality of connected objects of interest to a
particular object of interest in a particular Step; and
 - (g) creating a high access ratio anomaly, wherein said high access ratio anomaly is
based at least in part on the number of accesses in a particular step using only one
direction of access and the distance between the two particular objects of interest,
the two particular objects of interest having no direct hyperlink.

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- 5 37. (original) The method of claim 36, wherein if the step of applying a dominant anomaly is applied, the step of comparing further comprises at least one of the following steps:
- (h) applying a threshold-dominant anomaly, wherein said threshold-dominant anomaly is based at least in part on the most accesses to a given object of interest at a plurality of step distances, the accesses to said given object of interest must
10 exceed a pre-set minimum; and
- (i) applying a complete-a-link anomaly, wherein said complete-a-link anomaly is based at least in part on the ratio of accesses from a particular objects of interest directly linked to another versus a particular objects of interest linked to others by a greater distance.
- 15 38. (original) A computer-readable medium having computer executable instructions for performing the steps recited in claim 34.
39. (original) A computer-readable medium having computer executable instructions
20 for performing the steps recited in claim 35.
40. (original) A computer-readable medium having computer executable instructions for performing the steps recited in claim 36.
- 25 41. (original) A computer-readable medium having computer executable instructions for performing the steps recited in claim 37.
42. (canceled)
- 30 43. (canceled)

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- 5 44. (currently amended) An apparatus for modifying the structure of a network accessible web site, the apparatus comprising:
- a communications means for establishing communications with said web site;
- a first input for accepting data representative of structure relationships for navigating objects of interest;
- 10 a second input for accepting data representative of sequential user accesses navigating the structure of the web site;
- a memory buffer for providing storage for said structure associated with said web site and said navigational activity;
- a processing unit for:
- 15 identifying a web site comprising a plurality of objects of interest including a plurality of pages within the website;
- identifying one or more structural relationships for navigating the plurality of objects of interest;
- identifying within monitored user interactions a plurality of sequential user
- 20 accesses navigating between the plurality of objects of interest and determining user navigational objectives;
- maintaining data representative of said objects of interest, structural relationships, including links between objects, and sequential user navigational accesses and determined user navigational objectives; and
- 25 applying a set of rules to said data to generate a recommendation for modifying the structural relationships, including links, between objects of interest to influence alternate future user navigation between objects of interest.
45. (canceled)
46. (previously presented) The method of claim 1, wherein an object of interest
- 30 comprises a single network accessible document.
47. (previously presented) The method of claim 1, wherein an object of interest comprises a plurality of network accessible documents.

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- 5 48. (previously presented) The method of claim 1, wherein the user accesses are automated.
49. (canceled)
50. (canceled)
- 10 51. (canceled)
52. (canceled)
53. (previously presented) The method of claim 1, further comprising the step of:
 creating a single data field representative of combined attributes of the objects of
interest, structural relationships, and user access data.
- 15 54. (previously presented) The method of claim 1, further comprising the step of:
 modifying the structural relationships between objects of interest based at least on
said recommendation.